

ABSTRACT OF THE DISCLOSURE

A data holding display apparatus has a display area which is divided into first and second display sections that can be independently driven in a direction where scanning signal lines are provided. The scanning signal lines in the respective first and second are scanned collaterally. A control circuit controls first and second signal line driving circuits such that the scanning signal lines of the respective display sections are sequentially selected during a plurality of time periods in one frame and such that the respective display sections are repeatedly scanned in one cycle as many times as the number of the time periods. The signal line driving circuits are supplied with one of the display data corresponding to an input image signal and interpolation display data prepared in accordance with the input image signal during at least one time period among a plurality of time periods in one cycle, whereas supplied with the other one of the display data and the interpolation display data during at least one other time period among the plurality of time periods. This ensures to avoid the reduction of brightness and to improve the display quality of moving image.